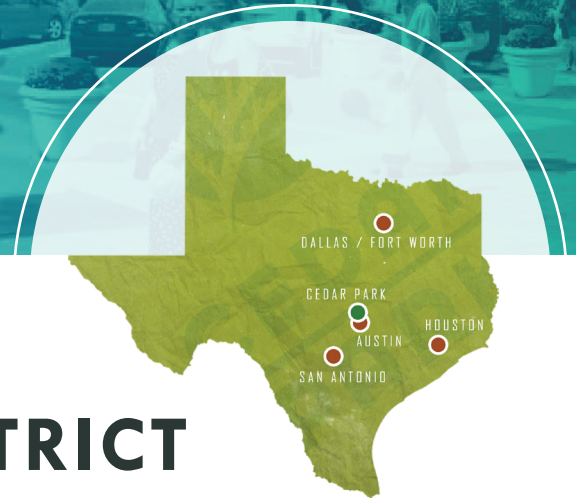


**“Game-changing  
project north of  
Austin.”**

- Austin Business Journal



CITY OF CEDAR PARK, TEXAS

# BELL BOULEVARD DISTRICT REDEVELOPMENT PROJECT

## DEVELOPER PROSPECTUS

**\$40M**

IN PUBLIC  
INVESTMENT  
THUS FAR

**40**

ACRES OF  
MIXED-USE  
DEVELOPMENT

APPROX.

**20**

ACRES OF  
CITY-OWNED LAND  
READY FOR  
DEVELOPMENT

**12**

ACRES OF GREEN  
SPACE FOR PARK  
DEVELOPMENT

OVER

**1,000**

IN COMBINED  
ATTENDANCE AT  
FOUR PUBLIC  
WORKSHOPS

“The Bell Boulevard Redevelopment Project will, over time, be one of the biggest projects in the city’s history. **It is a top priority for our City Council.**”

- Cedar Park Mayor Matt Powell

SPRING 2018

# ABOUT THE BELL BOULEVARD DISTRICT

## BACKGROUND

The Bell Boulevard District is located on the primary north-south corridor for Cedar Park, and while the area was once a vital community hub, it has not experienced the same level of economic growth seen in other areas of the city. In 2014, during a city-wide comprehensive planning process, the community expressed strong interest in seeing this area revitalized.

Revitalization of the Bell Boulevard District is a top priority for Cedar Park. The project is backed by a master plan utilizing redevelopment experts from across the nation, thorough financial modeling and forecasting for the public and private sector, and significant public investment in the project thus far.

As a well-supported redevelopment project in one of the fastest-growing areas in Texas, the Bell Boulevard District is forecasted to have strong financial returns.

## ABOUT THE PROJECT


The area will be a 40-acre mixed-use development featuring retail, restaurant, office and residential space as well as the 12-acre Buttercup Creek Natural Area. The core of the Bell Boulevard District will be a walkable area designed especially for pedestrian traffic.

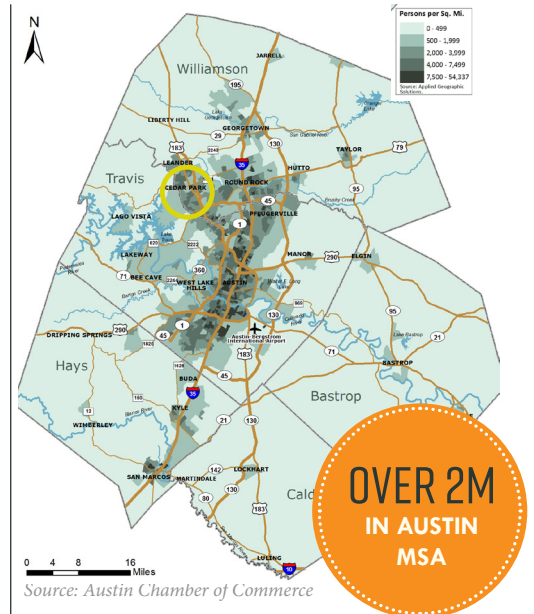
Cedar Park understands the challenges associated with redevelopment and has made extensive progress to remove hurdles for the Bell Boulevard District project. The City has acquired approximately 20 acres, done phase one environmental studies on that land and is eager to collaborate on standards that are amenable to both the city and the developer.

## CATALYST AREA LAND BREAKDOWN



 **Catalyst Area**

 **City-owned Property**  
Approx. 20 acres  
Several properties still under contract





### PROJECTS UNDERWAY\*

Realignment of road & visioning  
(master planning) of parkland



### PHASE 1\*

Development of catalyst area  
(approx. 20 acres) and park



### PHASE 2 & BUILD OUT\*

Development of  
remaining parcels



*\*The illustrations are conceptual and intended to provide an understanding of the project's process.  
Phasing subject to change.*



STRONG  
MARKET  
SUPPORT

APPROX.  
20 ACRES  
OF ACQUIRED  
LAND FOR  
REDEVELOPMENT

## A STRONG INVESTMENT

The Bell Boulevard redevelopment project is well-funded, and a 2017 independent market analysis showed that the financial forecast and market support are strong.

The City of Cedar Park has invested substantial resources to plan and prepare for the redevelopment, including approximately 20 acres of acquired land and 12 acres of open land for park development. These investments are intended to provide a development partner with attractive returns.

Cedar Park is well versed in public-private partnerships, having opened the Cedar Park Center (now H-E-B Center at Cedar Park) in 2009 — a 47,500 sq. ft., \$55M facility.

Cedar Park is located in western Williamson County, one of the top 10 fastest-growing counties in the nation.

# COMMUNITY SUPPORT

The community and City leadership have shown widespread support for the project.

- **75% of voters approved the transportation-related bond which included \$20M in funding** for the road realignment portion of the project.
- Residents of Cedar Park have shown great interest in the Bell Boulevard District project, with **over 1,500 public input responses** gathered through community engagement efforts and **over 1,000 in combined attendance at four public workshops**.
- In 2017, the Austin Business Journal named the Bell Boulevard District redevelopment as **one of seven game-changing projects in Williamson County**.
- The Cedar Park **Chamber of Commerce** passed a resolution of support for Bell Boulevard redevelopment.



**“[Bell Boulevard] is going to be significant for the City and protect its interests.  
A project like this is huge. It’s exciting.”**

**— CEDAR PARK COUNCIL MEMBER STEPHEN THOMAS**

## EXPECTATIONS & QUALITIES OF A SUCCESSFUL DEVELOPER

- Will execute a high-quality redevelopment that embodies the design principles and shared vision of the master plan
- Has experience as a master developer with similar development projects, such as The Triangle or The Domain in Austin, The Pearl District in San Antonio, Watters Creek in Allen, Legacy Town Center in Plano, Downtown Carrollton or the McKinney Gateway Development
- Will expand and strengthen the Bell Boulevard District while creating a sense of place that makes it a premiere Central Texas destination

**TO LEARN MORE,  
VISIT [DESTINATIONBELLBLVD.COM](http://DESTINATIONBELLBLVD.COM)  
OR CALL 512-401-5082**

